WILD WOMAN FUNDRAISING

Sample Development/Fundraising Plan

Goal/Income	Strategy	Timeframe	Who's Responsible	Cost	Net
For Operating $500,000+	**Annual Dinner** 500 people, Ballroom	October 2015	Fundraising committee, Development	$40,000.	$460,000.
For Operating $200,000	**In Person Asks**	Ongoing	Executive Director, Board members Development	negligible	$200,000.
For Operating $50,000	**Appeal letters** and Annual Report	November 2015 send out	Mail house and development	$2,000.	$3-7,000
For Operating $2,000 online donations	**e-Newsletter e-mails**	July 2015, Sept 2015 Dec 2015	Intern	$29/m	$1,000+
For Operating $5,000	**Phone asks** and in person asks	May-Oct. 2015	Board members, and staff	free	$5,000.
For Operating $9,000-$15,000	**House parties** To get new members	July, 15 Sept, 15 Oct, 15	Board and volunteers are responsible.	free	$10,000.
For Operating $600,000	**Grants from foundations** Research, apply	July-Dec. 2015	Development	20% of Dev. time	$300,000.
For Operating $50,000	**Spots/Ads/ Articles in** newspapers, radio, magazines, TV	Every month 2015	Interns, Volunteers and Development	$4,000.	$40,000.
For Operating and Programs $50,000	**Website donations**	Oct. 2015	Volunteers	$29/mo and 3% process fee.	$45,000.
For Operating and Programs $40,000	**Bequests**	Ongoing in the next 10 years	Board Members and Researcher	Research fee	$40,000.
				TOTAL (gross)	$1,061,000

Want help with your fundraising? Does your board need training? We can help.
http://wildwomanfundraising.com info@wildwomanfundraising.com